

Metaphor
Simile
Personification
Alliteration / Sibilance
Assonance
Consonance
Onomatopoeia
Cliché
Colloquialism / Slang / Jargon
Rhetorical question
Personal pronoun
Pun
Hyperbole
Dominant image
Font
Framing / borders
Size / shape / Proportion
Balance
Symbolism
Contrast
Colour – significance

Metaphor
Simile
Personification
Alliteration / Sibilance
Assonance
Consonance
Onomatopoeia
Cliché
Colloquialism / Slang / Jargon
Rhetorical question
Personal pronoun
Pun
Hyperbole
Dominant image
Font
Framing / borders
Size / shape / Proportion
Balance
Symbolism
Contrast
Colour - significance

Metaphor
Simile
Personification
Alliteration / Sibilance
Assonance
Consonance
Onomatopoeia
Cliché
Colloquialism / Slang / Jargon
Rhetorical question
Personal pronoun
Pun
Hyperbole
Dominant image
Font
Framing / borders
Size / shape / Proportion
Balance
Symbolism
Contrast
Colour – significance

Metaphor
Simile
Personification
Alliteration / Sibilance
Assonance
Consonance
Onomatopoeia
Cliché
Colloquialism / Slang / Jargon
Rhetorical question
Personal pronoun
Pun
Hyperbole
Dominant image
Font
Framing / borders
Size / shape / Proportion
Balance
Symbolism
Contrast
Colour - significance

ALLITERATION -

the repetition of consonants. "The fair breeze blew, the white foam flew. The furrow followed free. We were the first that ever burst Into that silent sea" (Coleridge)

ASSONANCE -

the repetition of vowel sounds. This is less obvious and softer in effect than alliteration. eg. /a/ s / u/. "In Xanadu did Kubla Khan A stately pleasure dome decree." (Coleridge)

CLICHE -

an over-used and worn out expression: any phrase that is not fresh and original. eg. to bury the hatchet, nose to the grindstone.

COLLOQUIALISM -

colloquial language is language suitable for conversation, is for everyday speech rather than for formal written or spoken language. So a colloquialism is an expression found in, and typical of, ordinary speech. eg. 'I'll see you' 'He's a good joker', (very formal-formal-colloquial-slang-swearing).

HYPERBOLE -

overstatement - an extravagant exaggeration of fact. 'A cowboy ordered a steak well done. When it was served he roared. "Do you call that well done? I've seen critters hurt worse than that get well". "mice/millions of them."

JARGON -

the specialised language used by a specialised occupation eg. airline pilot, lawyer, plumber, business letters.

METAPHOR -

an unstated comparison of one thing with another. One thing is said to BE another. eg. The boy hared around the track.

ONOMATOPOEIA -

the correspondence of sound with meaning. The sound of the word resembles the meaning of the word. eg. his, buzz, rustle, pop. "A tap at the pane, the quick sharp scratch and blue spurt of a lighted match". Browning) "The moan of doves in immemorial elms, and murmuring of innumerable bees". (Tennyson).

PERSONIFICATION -

a metaphor or simile in which an inanimate object or an abstract concept is given HUMAN qualities. eg. The mountains marched to the sea.

PUN - the use of two words with the same sound (homophones) for humorous effect eg. the mortician's description of his client as a grave man.

RHETORICAL QUESTION -

a statement in the form of a question: a question asked not to gain a reply, but to achieve a rhetorical emphasis stronger than a direct statement, eg. "Now could things be worse? There is nothing left to go wrong."

SIMILE -

the comparison of two things is stated. One thing is said to be the LIKE or the same AS the other. eg "The boy ran like a hare".

SLANG -

the use of specialised words and phases within a specific social group eg. bikies, Porridge: nurk, screw, con, stretch, nick, fuzz, bird = prison sentence. Rhyming slang - flowery dell - cell, captain cook/butcher's (hook) = lock.

SYMBOL -

something that stands for something else eg a crown, red cross, arabic numerals.

| | |
|-----------------|--|
| Symbolism | The use of signs to carry a message in a simple picture form. These can be: people used to symbolise particular parts of society or objects that symbolise characteristics in a character. |
| Colour | This can be used to attract attention to a certain point in a Static Image, or to create a mood. It can also be used to represent feelings or emotions. |
| Lighting | Related to colour. How has the subject been lit? Is the lighting bright, or dim? Is the subject lit from above or below? What is the effect? |
| Proportion | The practice of using a variety of different sized objects within a static image. Proportion can be used to show relationships between objects, by showing one to be larger or more dominant than others. |
| Lines | Straight or curved edges in a static image. Our eyes often use these to travel around within an image. For instance, a car placed on a road will be imagined traveling down that road. |
| Frame | Could be external (like a picture frame) or internal (used to separate elements within the image.) Sometimes white space is used to act as an internal frame. |
| Lettering/Font | The style that the words have been written in. Look at the font, the colour, the size, the layout and any variety within these (not the actual words themselves). |
| Hyperbole | Deliberate exaggeration of particular parts of the images, or parts within the image. For example, deliberately making Superman's arms huge, to show that he is particularly strong. |
| Layout | The way components are put together on the page is called the layout of a static image. Usually there is a dominant subject that takes up the majority of the space on the page. |
| Verbal Features | The way that words have been used on a static image. Look for metaphors , similes , puns and pronouns . Pronouns can be used to include the audience (we, us) or to exclude others (they, them). |